

Message Text

UNCLASSIFIED

PAGE 01 TAIPEI 00796 071008Z

13

ACTION EA-07

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /015 W

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R 070824Z FEB 74

FM AMEMBASSY TAIPEI

TO USDOC WASHDC

INFO SECSTATE WASHDC 885

UNCLAS TAIPEI 0796

E.O. 11652: N/A

TAGS: BEXP, TW

SUBJECT: IN-STORE PROMOTION - TAH SHING DEPT. STORE

REF : TAIPEI 6822, TAIPEI'S A-235 OF DEC. 27, 1973

1. ON JAN. 12, ECONCOUNS SIGNED "CONTRACT" WITH TAH SHING FOR ONE MONTH LONG PROMOTION IN FALL OF 1974 TO COINCIDE WITH OPENING OF TAH SHING GROUP'S PRESIDENT DEPARTMENT STORE. CONTRACT IDENTICAL TO FAR EASTERN'S WITH EXCEPTION OF NAME AND DATE CHANGES. FISCAL DATA AND SIGNATURE OF EMBASSY CONTRACTING OFFICER WILL BE ADDED AFTER BEGINNING OF NEW FISCAL YEAR.

2. THREE TAH SHING EXECUTIVES, MRS. ESTHER WU (LEADER), MR. S. C. CHEN AND MR. C. S. LU, ARE PARTICIPATING IN CETDC SPONSORED BUYING MISSION TO US. HOWEVER, TAH SHING REPS WILL NOT PROCEED WITH GROUP TO EUROPE ON FEB. 28 BUT WILL REMAIN IN NEW YORK FOR SEVERAL ADDITIONAL WEEKS. TAH SHING'S CONTACT IN NEW YORK IS MR. WELLINGTON WANG, C/O GOLDEN RIVER ENTERPRISE LTD., 174, 5TH AVE., NEW YORK, 10010.

3. ANY ASSISTANCE WHICH NEW YORK FIELD OFFICE COULD PROVIDE TO TAH SHING WOULD BE APPRECIATED. WHILE MR. CHEN SPEAKS SOME ENGLISH, SERVICES OF AN INTERPRETER, IF AVAILABLE, WOULD BE HELPFUL. TAH SHING PROBABLY WILL NOT CONTRACT WITH BUYING OFFICE BUT WILL BUY DIRECTLY OR THROUGH OWN CONTACTS IN US. STORE ALREADY HAS WRITTEN

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NUMBER OF US SUPPLIERS AND EMBASSY IS PROVIDING WTDR.

MCCONAUGHY

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NNN

Message Attributes

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Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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